



Seattle Office of Housing

Request for Proposals

Seeking community-based organizations to conduct community outreach and engagement for Office of Housing homeowner stabilization programs. Up to \$20,000 in funding available.

Published: April 1, 2019

Responses Due: May 10, 2019 by 5:00 PM

Responses are to be submitted to:

Mailing Address

Attention: Sokha Danh, Community Engagement Specialist
Seattle, WA 98124-4725

Street Address

700 - 5th Avenue, Suite 5700

For more information, contact:

Sokha Danh

206-615-1324

Sokha.Danh@seattle.gov

Office of Housing Community Outreach & Engagement RFP

The Seattle Office of Housing, an executive office of the Mayor, increases opportunities for families of all incomes to live in our city. For over 30 years, the City has managed investments from the Seattle Housing Levy and incentive programs for developers to fund the preservation and production of affordable apartments and homes in Seattle.

To date, nearly 12,000 affordable units have been funded and over 1,500 have been created through incentives. The Office of Housing (OH) has also provided home repair and weatherization programs for lower-income residents for over 30 years, helping over 17,000 households remain in their homes.

Project Overview

The Office of Housing seeks proposals for community-based organizations to conduct outreach to low-income, underserved communities. The community engagement efforts would help inform communities about new and existing Office of Housing programs that assist low-income homeowners to stay in their homes including:

a. Home Repair Loan and Grant Program

- The Home Repair Loan Program provides affordable loans to income-qualified homeowners to address critical health, safety, and structural issues. The program is designed for owner-occupied, single family homes with low to moderate income households. The no- and low-interest loans are funded by local and federal programs that prioritize repairs that address health and safety concerns. Homeowners are given as much flexibility as possible, and our trusted staff will offer expert guidance throughout the process to ensure the work is done well, and on budget. If you do not qualify for a loan, a Home Repair Grant may be available.

b. Livable Space Pilot Program

- Executive Order 2019-02 directed the Office of Housing (OH) to expand the scope of the home repair program to allow for improving or increasing habitable space. Separately, City Council requested OH to prepare recommendations for a one-year pilot program to expand the existing Home Repair Loan Program for the same purpose. As a result, OH will be expanding its home repair program to fund repairs that go beyond health and safety for a one-year pilot period, pending final City Council approval in early summer. During this time, home repair loan funds can be used to create more habitable space in people's homes so that individuals can provide housing for family, community, and possibly generate additional rental income to help support household stability. The goal

is to do 5-10 loans by the end of 2020, with half of those being served homeowners of color.

c. Weatherization Program

- The Weatherization Program provides free energy efficiency improvements to low-income homeowners, including insulation, air sealing and heating system upgrades. Improvements are free for qualified low-income homeowners. OH hires and manages the contractor to ensure the work is done well. For households that have a member with asthma or other respiratory illness, OH can provide additional assistance.

Scope of Work:

The primary focus of this funding is to increase awareness and number of successful applicants for the Livable Space pilot program. However, opportunities for community engagement and outreach efforts for the Home Loan and Grant Program as well as the Weatherization Program should be incorporated into the proposal.

Develop and execute community engagement strategy to conduct outreach to low-income, underserved communities about new and existing programs that assist low-income homeowners to stay in their homes through a collaborative partnership with the Seattle Office of Housing. Check-ins with project manager are expected at major decision points.

Phase 1: Identify Opportunities and Challenges to Conducting Outreach

- a. Provide data to inform methodology for community engagement efforts and outreach to low-income, underserved communities that is geographically-focused and/or population specific. We seek data that includes qualitative research, such as ethnography, and expertise from community organizers and residents, to the extent possible.
- b. Gather and collect additional information as needed to support a community engagement and outreach approach with a race and social justice lens.
- c. Identify opportunities to conduct outreach to low-income, underserved communities about new and existing Office of Housing programs that assist low-income homeowners to stay in their homes.
- d. Identify challenges and barriers to conduct outreach to low-income, underserved communities about new and existing Office of Housing programs that assist low-income homeowners to stay in their homes.

Phase 2: Develop Community Engagement Strategy in Partnership with OH

- a. Create community engagement and outreach plan based on data and/or findings from Phase 1 with estimated timeline, benchmarks and goals.
- b. Outline roles and responsibilities for all stakeholders including Office of Housing.

Phase 3: Implement Community Engagement Strategy

- a. Coordinate with Office of Housing to implement community engagement strategy.
- b. Communicate any significant issues with Office of Housing in order to help troubleshoot and develop solutions for continuous improvement.

Phase 4: Evaluate Outreach Efforts

- a. Evaluate community engagement outreach efforts including, but not limited to:
 - i. Number of households successfully enrolled in Livable Space pilot program
 - ii. Demographic information of participants
- b. Produce summary and analysis of community engagement strategy implementation and results. Provide key recommendations to build awareness of new and existing OH programs and to successfully engage low-income, underserved communities.

Funding Amount

A total funding of \$20,000 is available.

Evaluation Criteria

Proposals can be submitted by a single organization that meets all the criteria or by a partnership between organizations that collectively meets all the criteria. If a proposal is submitted by a partnership, please articulate and delineate the roles of each of the organizations in the application and include a copy of the partnership agreement or Memorandum of Understanding. Proposals will be evaluated on the following criteria:

- 1) *Community outreach & engagement experience*: Applicants must have demonstrated

experience with successful outreach and engagement with low-income, underserved communities. Direct experience engaging low-income communities to access services is desired but not required. Direct experience with housing is not required.

- 2) *Neighborhood and/or population-based expertise in an area of high risk of displacement*: Investment of this funding will result in outreach and engagement being conducted primarily in areas of [high risk of displacement](#)¹.
- 3) *Capacity to engage in outreach & engagement and develop understanding of OH programs*: Applicants must demonstrate that they have, or will have the capacity to deliver their proposed project, and develop a thorough understanding of the programs described above, include application requirements, income limits and program delivery methods.
- 4) *Shared Learning*: The applicant must demonstrate an interest and commitment to effectively work with the Office of Housing to co-design and develop collaborative efforts for community outreach & engagement.

Proposal Submission Information

Proposals should contain the following components.

- 1) Agency Experience: Describe your agency's experience and demonstrated capacity to work directly with low-income, underserved communities.
- 2) Project Description: Provide a narrative description of the proposed work to be undertaken, including tasks, deliverables and areas of geographic focus.
- 3) Budget: Please provide an estimated project budget including any additional sources of funding to support your proposed work plan.
- 4) Estimated Timeline: Provide estimated timeline for your proposed work plan.

SUBMISSIONS

Your response must arrive no later than 5:00 PM (PST) on 5/10/2019 to:

Sokha Danh
City of Seattle
Office of Housing
700 Fifth Ave

¹<https://www.seattle.gov/Documents/Departments/OPCD/OngoingInitiatives/SeattlesComprehensivePlan/FinalGrowthandEquityAnalysis.pdf>

PO Box 94725
Seattle, WA 98124-4725

Proposals can also be emailed to Sokha.Danh@seattle.gov by the deadline which is 5:00 PM on May 10, 2019.

Proposal Review

OH will review proposals to ensure they are complete. OH will evaluate proposals against the evaluation criteria stated in this proposal and will select the proposal(s) that best meets the objectives and criteria outlined in this RFP.

Informational Meeting

Those interested in responding to the RFP are encouraged to attend an Informational Meeting at 1pm on April 17, 2019 at Hing Hay Coworks at 409B Maynard Ave S, Seattle, Washington. The meeting will provide more information about OH's programs to support low-income homeowners and provide an opportunity to ask questions about this RFP.

SCHEDULE

Request for Proposal (RFP) released to general public: **04/01/19**

Information meeting for potential respondents: **04/17/19**

Proposals due to the Office of Housing: **05/10/19**

Finalize selected: **Week of May 13, 2019**

Notification of selection: **Week of May 20, 2019**

CONTRACTS

OH will develop contracts with the successful respondent. The contracts will include a scope of work and project milestones and outcomes. Reimbursement will be based on achievement of project milestones and outcomes. OH retains the right to revise budget requests to reflect funding availability.

PROTEST PROCEDURES

In the event that an unsuccessful RFP respondent wishes to protest the selection of a successful respondent, they must do so by submitting in writing the reason for the protest to the Director of OH.

Any such protest must be received within (3) business days of receipt and notification of the successful respondent.

The decision of the Director will be final and conclusive unless the respondent affected makes a written request for reconsideration by the Director. Such a request must be received within three (3) business days after receipt of the Director's decision. A request for reconsideration will be denied unless the respondent affected shows the request is based on information that was not available prior to the protest. The Director shall consider all the facts available and issue a decision within five (5) business days after receipt of the request for rehearing, unless additional time is necessary, in which case, the affected respondent will be notified of the delay.

FAIR CONTRACTING PRACTICES ORDINANCES

The selected contractors will be required to comply with the Fair Contracting Practices Ordinances of the City of Seattle (Ordinance 119601), as amended. Conduct made unlawful by that ordinance constitutes a breach of contract. Engaging in an unfair contracting practices may also result in the imposition of a civil fine or forfeiture under the Seattle Criminal Code as well as various civil remedies. If you have any questions about this RFP, please contact Sokha Danh, City of Seattle's Office of Housing, (206) 615-1324 or Sokha.Danh@seattle.gov